

# College Radio **REPORT**

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The College Radio Report urges all stations (especially the commercial operations) to eliminate the position of music director. After a careful study of the facts, we have come to the conclusion that there is no need for a music director at either a progressive or a Top 30 (Top 40 Radio is dead - don't ask who killed it, but the rumor is Bill Drake) radio station.

But what will we replace him with? A subscription to every record sheet in existence. This way he can find out what records have been picked by Bill Gavin and Bill Board to be Top 10 - because once the word has come down, who are we to question? Then there is no need to listen to new product, or to decide when to go on a record. By doing this, you eliminate the middleman in the operation - the music director who "went on" something. (The phrase "went on" will become obsolete).

So the trend in programming today is toward album cuts. Very good. All you need to know in picking the "right" album cuts is 1) Make sure it is Side 1 Cut 1 and 2) Try to pick the shortest cut on the album. Stephen Stills, Van Morrison, Emitt Rhodes, Creedence, Simon & Garfunkel (Bridge album became Bridge single) and even "Two Of Us" from "Let It Be." See how easy it is. Now you've earned the title of "album programmer" in addition to that of "single picker."

Now to the true underground stations (not the underground Top 30 stations) - how do you program them? Simple. Program anything obscure when it comes out. Then, once you read in the trades or sheets that an album is being played at more than 8 stations around the country, pull it off the air. After all, you don't want to play something from an established artist - even if it's good - because, if you do, you're not really "underground."

And if you have a fairly likeable fellow in as music director now, keep him as a figurehead - but don't let him think. This is where people become creative, and therefore, dangerous. Maybe this idea will replace Drake programming - those stations to follow this technique will become CRR stations. And the first five to use it will be known as CRR "Flagship" stations. No imitations or other copies, please. More helpful hints on radio programming follow....

Gary K. Cohen

Communication

(Throughout our past issues, we have asked many questions regarding station operation and programming. We received reactions, comments, etc.; the longer ones were printed, but some were not long enough to be used as "letters to the editor." This week, we are printing those shorter responses, commenting on one aspect or specific statement, and adding our own reactions or clarifying sentence. We hope you will continue to keep us informed of your station's doings.)

"How does an educational station justify rock"?

Danny Johnson - KASF  
Adams State College  
Alamosa, Colo. 81101

"I think you captured my heart forever when you expressed in your editorial a questioning attitude toward block programming on college radio. This is my seventh year as a Station Manager (did you notice the capital letters?) and it occurred to me a very long time ago that programming a little bit here for this audience and a little bit there for that audience pleases no audience at all and, probably, drives more listeners away than it attracts or is able to hold..."

John Davlin, WGSU-FM  
State University College  
Genesco, N.Y. 14454

"I am a faithful reader and really can get off on your humor. The sheet is honest. If I had to choose a word which made me read the Report...I would definitely say honest, because after reading the human element in radio, I can push through the hyped shit the distributors send out for new releases, which always stand or fall on their own merit anyway..."

Vicki-Ann Campora KUOP-FM  
Univ. of the Pacific  
Stockton, Cal. 95204

"I hope further that record companies do not stop sending records to college stations over the summer. Many stations, such as KCLC, are on all summer. I was surprised to discover that many companies stop servicing college stations automatically. Thus, KCLC suffered because we did not get the new product... Perhaps CRR could run a poll of its subscribing stations, and find out who will be and won't be on..."

Chuck Lackner KCLC-FM  
Lindenwood College  
St. Charles, Mo. 63301

(We will be taking a poll next month, and will make the results available to record manufacturers. We would like to hear some discussion on the merits or demerits of college stations during the summer.)

-continued on next page-

Communication, Cont.

"Deciding not to sell time to cigarette firms would hurt in the worst way. The revenue would go a long way to solving many of our financial problems. Maybe I would be selling out to the Madison Avenue gang, but somehow that beats selling out period...The National college music survey route could prove to be a wreck. I think the regional differences could cause too many hang-ups in compiling facts...I am waiting to see how Charlie Allenson (who decried the lack of staff involvement in stations) approaches the question of staff enthusiasm. Heaven knows he's not alone in his despair...Anyone willing to exchange air-checks can contact Marc Barton, Program Director."

B. Terrence Sullivan  
WNFT  
Slippery Rock State Col.  
Slippery Rock, Pa.16057

"You were asking on how record libraries are kept. I keep mine under lock and key at all times. All records are logged as soon as they come in, and then I file them. I keep all singles at least four months."

Robert Mather WMOT-FM  
Middle Tenn. State Univ.  
Murfreesboro, Tenn.37130

(How easy is it for jocks to pick out music for their shows? Also, wouldn't there be more time for other station functions if you didn't log each record?)

"Intros to records are important for a number of reasons. As WAMU is both a Top 40 format and rock and well, record intros apply differently to both. We have told our Top 40ers that if they can't intro a record without blowing it or having it sound really bad, then they should just leave the mike off. As far as the rock people, they have free reign, but we (I do some rock air work) all usually let them play...School work does cut in to station activity, but I find that sometimes my priorities change and I'm at the station when I really should be studying..."

Mick Sussman WAMU  
American Univ.  
Washington, D.C. 20016

"These groovy, outtasight, righton, sockittome, albums - are potent, super, have pedantic lyric lines, and could easily prove to be heavy dent-makers..."

Dave Ortoleva WSCB  
So. Conn. State College  
New Haven, Conn. 06515

(The weeks after our satire on record reviews, Dave started listing his albums with these adjectives - maybe we should make a standard form using all of the trite jargon, for use in reporting albums...)

### Programmers Section

Due to the holidays - there are no Top 40 Reports this week.

WSHU - Sacred Heart Univ. - Bridgeport, Conn.  
superstar, black sabbath, laura nyro, burdon, worst of jefferson airplane  
WNIU - Northern Illinois Univ. - Dekalb  
spirit, rick curtis affair(Avco Embassy), classic rush(Elektra)  
WALI - Adelphi Univ. - Garden City, N.Y.  
cat stevens, tower of power, bert sommer, butterfield blues band  
KUGR - Washington State Univ. - Pullman  
lovecraft, andwella, danny o'keefe, power blues(London), guthrie  
WMOT - Middle Tenn. State Univ. - Murfreesboro  
seals & crofts, it's a beautiful day, emitt rhodes, magna carta  
WFIB - Univ. of Cincinatti - Ohio  
gordon lightfoot, spirit, mcGuinness flint, tin tin, gary & randy scruggs

### Recommended Albums

ELTON JOHN...Tumbleweed Connection...Uni - All we can say is that the people who turned him down elsewhere regret it now.  
Early play on "Love Song."  
GOLDEN SOUL VOLUME 1...Kapp  
THE BEST OF THE ELECTRIC FLAG...Columbia  
SLY BOOTS...Faithful Virtue  
ORIGINAL NEW YORK ROCK & ROLL VOLUME 1...SSS - Another valuable oldies record, with "Boy From N.Y. City" and "Chapel of Love" among the better known cuts.  
ORIGINAL MEMPHIS ROCK AND ROLL VOLUME 1...SSS - Same as above but change the cuts to "Great Balls Of Fire" and "Blue Suede Shoes"  
JAMES TAYLOR AND THE ORIGINAL FLYING MACHINE...Euphoria(Jubilee Distr.)  
Although the sheet's editor can't get into this album, the purpose of this column is to inspire you to pick up and listen to product. This album is getting some heavy airplay around the country, and the only way for you to judge (agree or disagree with the editor's reaction) is to pick up a copy and decide for yourself. We'd be happy to print the first review of this album we receive from any college station person...editor's view notwithstanding.

### Upcoming Product

Chicago 3 album  
The "single" (actually, the quotation marks should be used on the word "the" - as if to say there is only one single) from the Creedence album is "Have You Ever Seen The Rain."

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### College Radio Report

Editor.....Gary K. Cohen  
Associate Editor.....Steve Nimmich  
Contributing Editors.....Arnie Handwerger, Mike Riccio, Charlie Allenson, Jim Cameron

The telephone is working well - 516 - 887-1521. It works better on Wednesday and any day after 6:00 because someone is there to answer it. No collect calls, please. We can't afford that, yet.

### Record News

Rick Abramson has decided to leave the record industry - at least for the immediate future. We hope to see him back again soon.

Steve Schulman has left Colossus Records/Jerry Ross Productions. Tom Kennedy and Diane Sousa remain.

Highly unlikely that it is, but if anyone is not being serviced by Paul Brown, contact him at 507 Fifth Avenue, N.Y.C. 10017. Telephone is 212 - MU7-3072. Paul is presently working for Faithful Virtue Records - the address is 110 East 59th Street, N.Y.C. Barry Lane has been appointed their National Promotion Director, and he would like to hear from college stations desiring product or wishing to comment on what they have received.

Al DiNoble of Motown reports that they should complete the addition of all colleges (that responded) to his mailing list...hopefully by the end of this week.

On an album titled "The Albert," Perception Records makes note of "may be faded by programmer after..." Without entering the question of whether records should be shortened or faded out, we think it is good for a record company to make note of this on an album jacket.

### Station News

"Today at our radio station we were forced to close down - not because of mechanical trouble, but rather due to the lack of interest by the students. Here at Sullivan, we are a small body of students who have a large amount of different ideas. We at WSCC try to put across many ideas, so no student is left out. We feel that if some students want an idea put across, we will help them do it.

Sometime this week we will probably have a meeting. With posters and newsletters posted throughout the school, we might have a few interested students, besides the members of the executive board, who will come.

I would just like to say that a college station sometimes is not as easy to run as you might hope. (This station is a closed-circuit operation) I hope through this letter that other stations could send information on how they would solve a problem like this."

David Salkin, WSCC Radio  
Sullivan County College  
South Fallsburg, N.Y. 12779  
914-434-5750

Gary Wolff of WNDY, Wabash College in Crawfordsville Indiana, reports that his station pays its mornings d.j.s. Not much, but something. He says they are going to try to find students who will work for nothing during the morning hours. Does any other station pay its student staff?



## Revolutions

by Charlie Allenson

Podipto is a strange name for anything, let alone a musical group, but don't let that stop you. PODIPTO by Podipto(GRT) offers one of the most refreshing soft rock Lps I've come across since I began reviewing product for CRR. The vocal work is superb - so is the instrumentation. The thing I like best about Podipto is that the music is terrificly balanced in the sense of vocals to instrumentation. Some groups, through lack of any other "talent" offer minimal lyrics. And is often the unfortunate case, will indulge in seemingly endless and boring instrumental breaks. Not so the case with Podipto. The lyrics are anything but minimal, and the instruments are used to supplement the voices - not substitute for them. Best cuts - anything.

In last week's issue under "Station News," Valery Hansen, Music Director of WLPI, La. Tech. in Ruston, put up a great women's lib deal on the difficulty she had in achieving her present post because of the male chauvanist view that women are "inferior, incompetent, etc." I don't know the exact set-up at LPI, but for 2½ years, we at Lehman have been staffed by a female Program Director (names furnished on request). Actually, P.D.'s sex is a gender - not a qualification. However, I would say that there is at least a minor problem in this area, but the men cannot be totally blamed. It seems that women have set up the notion that they are less competent than men (which is not the case) but women sometimes think they are, and in playing the game of damsel in distress, actually get what they want anyway. Any women who can do the job should and does get it. (Editor's Note: We agree with parts of Mr. Allenson's letter, but for the record - the views expressed here are not those of the editorial board of the College Radio Report. We do know that there are many female participants in college radio - Vicki-Ann Campora at KUOP, Susan Ives at Muhlenberg College WMUH-FM, Carol Benson at Central Methodist College KMOE, and Linda Durbin at KZSU - Stanford. All of these people are in executive positions. We deal with a lot of people in the industry who are women - among them are Arlene Feldman at Polydor, Janet Duboff at Atlantic, Jeannie Brittan at Perception, and the college program co-ordinator for Columbia is Kate Buckley. Okay?

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Corrections: 1) In last week's issue, we mentioned that Topper Schroeder (we also spelled his name incorrectly) would be leaving his job of National Promotion Director for Ampex. He is, and will be moving to another position in the Ampex Record organization. 2) We indicated that stations who had not received a copy of the James Taylor album on Euphoria (distributed by Jubilee) should write to Ben Blaine. Now we have learned, that the only way you will get this album is by writing to Jubilee, 1790 Broadway, N.Y.C. 10019 and asking for a copy.